

# CONTRACT



www.nbcwashington.com

And:

**GMMB**  
**3050 K STREET NW**  
**WASHINGTON, DC 20007**

Contract / Revision 335603 /		Alt Order # WOC10033658
<b>Product</b>		
<b>Candidate Orders</b>		
Contract Dates <b>09/18/12 - 10/01/12</b>	Estimate # <b>1781</b>	
<b>Advertiser</b> <b>OBAMA FOR AMERICA</b>		Original Date / Revision 09/17/12 / 09/17/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> <b>WRC</b>	<b>Account Executive</b> Kaitie Conway	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> RA35+		
<b>IDB#</b> 95	<b>Advertiser Code</b> 101	<b>Product Code</b>
<b>Agency Ref</b> 25779	<b>Advertiser Ref</b> 19078	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount							
N 1	WRC	09/24/12	09/29/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	2	\$2,160.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 09/18/12		09/24/12		M-----		1		\$1,080.00											
Week: 09/25/12		10/01/12		- TWTF--		1		\$1,080.00											
N 2	WRC	09/24/12	09/30/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	2	\$1,800.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 09/18/12		09/24/12		M-----		1		\$900.00											
Week: 09/25/12		10/01/12		- TWTF--		1		\$900.00											
N 3	WRC	09/18/12	09/23/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	5	\$2,125.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 09/18/12		09/24/12		- TWTF--		5		\$425.00											
N 4	WRC	09/18/12	09/23/12	Access H Live 12-1p	12-1p		:30			NM	3	\$1,350.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 09/18/12		09/24/12		- TWTF--		3		\$450.00											
N 5	WRC	09/18/12	09/23/12	1-2P DAYS OF OUR LIVES	1P-2P		:30			NM	1	\$540.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 09/18/12		09/24/12		- TWTF--		1		\$540.00											
N 6	WRC	09/18/12	09/23/12	Steve Harvey	2-3p		:30			NM	3	\$1,620.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 09/18/12		09/24/12		- TWTF--		3		\$540.00											

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FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 335603 /	Alt Order # WOC10033658	
Contract Dates 09/18/12 - 10/01/12	Product Candidate Orders	Estimate # 1781
Advertiser <b>OBAMA FOR AMERICA</b>		Original Date / Revision 09/17/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 7	WRC	09/18/12	09/23/12	Ellen								
	CDR				3P-4P		:30					
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	-TWTF--				3	\$630.00			
N 8	WRC	09/18/12	09/23/12	7-9A TODAY SHOW				7A-9A				
	CDR							:30				
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	-TWTF--				2	\$2,340.00			
N 9	WRC	09/18/12	09/23/12	4-5P NEWS4 @ 4PM				4P-5P				
	CDR							:30				
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	-TWTF--				5	\$900.00			
N 10	WRC	09/18/12	09/23/12	5-6P NEWS 4 @ 5PM				5P-6P				
	CDR							:30				
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	-TWTF--				5	\$1,440.00			
N 11	WRC	09/18/12	09/23/12	11-1135p M-SU L NEWS				11P-1135P				
	CDR							:30				
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	-TWFS-				2	\$3,600.00			
N 12	WRC	09/25/12	09/30/12	730-8P ACCESS HOLLYWOOD 730P-8P								
	CDR							:30				
		Start Date	End Date	Weekdays								
	Week:	09/25/12	10/01/12	-TWTF--				2	\$4,050.00			
N 13	WRC	09/24/12	09/24/12	The Voice				8-10p				
	IP							:30				
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	M-----				2	\$7,500.00			
N 14	WRC	09/18/12	09/18/12	Parenthood				10-11p				
	IP							:30				
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	-T-----				2	\$4,500.00			
N 15	WRC	09/24/12	09/30/12	11A-12P MIDDAY NEWS				11A-12P				
	IP							:30				
		Start Date	End Date	Weekdays								
	Week:	09/18/12	09/24/12	M-----				1	\$350.00			
	Week:	09/25/12	10/01/12	-TWTF--				3	\$350.00			
N 16	WRC	10/01/12	10/01/12	11A-12P MIDDAY NEWS				11A-12P				
	IP							:30				
		Start Date	End Date	Weekdays								
	Week:	09/25/12	10/01/12	M-----				1	\$400.00			
N 17	WRC	09/24/12	09/30/12	Access H Live	12-1p			12-1p				
	IP							:30				
		Start Date	End Date	Weekdays								
	Week:	09/24/12	09/30/12	M-----								

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FOR NBCS CONTRACTS:

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**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

[www.nbcwashington.com](http://www.nbcwashington.com)

<u>Contract / Revision</u>	<u>Alt Order #</u>
335603 /	WOC10033658

Contract Dates	Product	Estimate #
09/18/12 - 10/01/12	Candidate Orders	1781

Advertiser	Original Date / Revision
<b>OBAMA FOR AMERICA</b>	09/17/12 / 09/17/12

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## FOR NBCE CONTRACTS:

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09/18/12 - 10/01/12	Candidate Orders	1781

Advertiser	Original Date / Revision
<b>OBAMA FOR AMERICA</b>	09/17/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/18/12	09/24/12	M-----	1			\$900.00				
		Week: 09/25/12	10/01/12	- TWTF--	3			\$900.00				
N 28	WRC	10/01/12	10/01/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	1	\$1,080.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/25/12	10/01/12	M-----	1			\$1,080.00				
N 29	WRC	09/24/12	09/30/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	4	\$5,760.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/18/12	09/24/12	M-----	1			\$1,440.00				
		Week: 09/25/12	10/01/12	- TWTF--	3			\$1,440.00				
N 30	WRC	10/01/12	10/01/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	1	\$1,620.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/25/12	10/01/12	M-----	1			\$1,620.00				
N 31	WRC	09/24/12	09/30/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	2	\$7,200.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/18/12	09/24/12	M-----	1			\$3,600.00				
		Week: 09/25/12	10/01/12	- TWTFS-	1			\$3,600.00				
N 32	WRC	10/01/12	10/01/12	The Voice	8-10p		:30			NM	2	\$15,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/25/12	10/01/12	M-----	2			\$7,500.00				
N 33	WRC	09/25/12	09/25/12	Parenthood	10-11p		:30			NM	1	\$4,500.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/25/12	10/01/12	-T-----	1			\$4,500.00				
N 34	WRC	09/19/12	09/19/12	WE 8-9P THE VOICE	WE 8-9P		:30			NM	1	\$5,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/18/12	09/24/12	--W---	1			\$5,000.00				
N 35	WRC	09/20/12	09/20/12	SNL/Up All Night	8-9p		:30			NM	1	\$3,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/18/12	09/24/12	---T---	1			\$3,000.00				
N 36	WRC	09/20/12	09/20/12	Rock Center	10-11p		:30			NM	1	\$3,500.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/18/12	09/24/12	---T---	1			\$3,500.00				
N 37	WRC	09/21/12	09/21/12	2012 NCLR Alma Award	8-9p		:30			NM	1	\$2,500.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 09/18/12	09/24/12	---T---	1			\$2,500.00				

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FOR NBC & TELEMUNDO STATION CONTRACTS:

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Advertiser		Original Date / Revision
OBAMA FOR AMERICA		09/17/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Week:		09/18/12	09/24/12	-----F--				1	\$2,500.00			
											Totals	89 \$141,495.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	79	\$119,285.00	\$101,392.25
10/01/12 - 10/01/12	10	\$22,210.00	\$18,878.50
Totals	89	\$141,495.00	\$120,270.75

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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